(b) Additional refining capacity is being created by expansion/debottlenecking of existing refineries. New refinery projects at Mangalore, Narimanam, Karnal and Numaligarh are at various stages of approval/implementation.

[*English*]

Promoting Tourism in South-Asian Countries

2988. DR. LAXMINARAYAN PANDEYA: Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether any plan has been prepared to encourage and promote travel and tourism in the South Asian countries;

(b) if so, the details thereof;

(c) whether incentives are proposed to be given to domestic tourists in regard to their travel and stay abroad; and

(d) if so, the details thereof?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRI MADHAVRAO SCINDIA): (a) to (d). Promotion of tourism within the South Asia Association for Regional Cooperation (SAARC) has been identified as an area of cooperation. A Technical Committee on Tourism has been recently constituted by the SAARC member countries, which would inter-alia promote tourism within the SAARC countries. Concessional tariff is being offered by the national airlines of member countries to promote tourism within the SAARC region.

Release of advertisements to Magazines etc. by Public Undertakings

2989. SHRIMATI GEETA MUKHERJEE: Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether a number of public sector undertakings under his ministry have released advertisements to a number of magazines, newspapers and periodicals etc. on the eve of Pt. Nehru's Centenary Celebration during 1989-90;

(b) if so, the details of the advertisements released by each of the undertakings with particulars of advertising agency thereof;

(c) whether the amount spent on the advertisements of Pt. Nehru's Birth Centenary Celebrations by the undertakings has been from the sanctioned and approved 'advertising budget' of the concerned undertakings; and

(d) the total quantum of approved advertising budget of each of the undertakings during the last three years and the details of policy for the release of the advertisements?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRI MADHAVRAO SCINDIA): (a) and (b). Details are given in the attached statement-I

(c) Yes, Sir.

(d) The details of approved advertising budget are given in the attached statement-II. The Public Sector Undertakings keep a panel of advertising agencies and the release of advertisements is need based and is guided by the marketing objectives.

STATEMENT

Details of advertisements released to magazines etc. by Public Undertakings.

S. No.	Name of the Publication	Name of the Agency
1	2	3
INDIAN AIRLINES		
1.	Hindustan Times Hindustan Delhi	Akashara Advertising, New Delhi
2.	Times of India Delhi/Bombay.	-do-
3.	Times of India Ahmedabad.	-do-
4.	Hindu Madras	-do-
5.	Telegraph Anand Bazar Patrika Calcutta	-do-
6.	National Harald, Delhi/Lucknow	-do-
7.	Navabharat Times, Delhi/Bombay/Lucknow	-do-
8.	Navbharat Times, Patna/Jaipur	-do-
9.	Quami Awaz, Delhi	-do-

S. No.	Name of the Publication	Name of the Agency
1	2	3
10.	Sandesh, Ahmedabad/baroda	Akashara Advertising, New Delhi
11.	Maharashtra Times, Bombay	-do-
12.	Blitz, Bombay	-do-
13.	Daily Thanthi, Madras/Madurai/Tiruchi/Coimbatore/ Salem/Tirunelveli/Vellore/Cuddalore/Bangalore	-do-
14.	Prajavani, Bangalore	-do-
15.	Eenadu, Hyderabad/Vijayawada/Tirupati/ Vishakapattnam	-do-
16.	Mathrubhumi, Calicut/Cochin/Trivandrum	-do-
17.	Hindustan Times (Tourism Supplement)	-do-
18.	Day After, New Delhi	-do-
19.	Business Standard, Calcutta	-do-
20.	Indian Tourist Trade, Delhi	Direct

S. No.	Name of the Publication	Name of the Agency
1	2	3
21.	Thinker, Delhi	Direct
22.	Mustaqbil, Delhi	Akashara Advertising, New Delhi
23.	Socialist Age, Delhi	-do-
24.	Northern India Patrika, Allahabad	Direct
25.	Nehru Centenary Celebrations Souvenir, Cochin	-do-
VAYUDOOT LIMITED		
1.	National Herald, Delhi/Lucknow	M/s. Visual Communications, New Delhi
2.	Probe India, Delhi	Direct
3.	National Herald, Delhi/Lucknow	-do-
PAWAN HANS LIMITED		
1.	Hindustan Times, Delhi	Franks Simoes Advt. (Pvt.) Ltd.
2.	Times of India, Delhi/Bombay	-do-

S. No.	Name of the Publication	Name of the Agency
1	2	3
3.	Navbharat Times, Delhi	Akashara Advertising, New Delhi
4.	The Hindu, Madras	Franks Simoes Advt. (Pvt.) Ltd.
5.	The Telegraph, Calcutta	-do-
6.	National Herald, Delhi	-do-
7.	Yuva Janpaksh	Direct
8.	National Herald, Delhi/Lucknow	Visual Communication
9.	Mustaqbil	Direct
INTERNATIONAL AIRPORTS AUTHORITY OF INDIA		
1.	National Herald (Special Supplement on Nehru)	Visual Communication Advt. Agency
2.	Pracheen Times	Direct
3.	India International News Bureau	-do-

S. No.	Name of the Publication	Name of the Agency
1	2	3
4.	Hindustan Times, Delhi, Times of India, Bombay, The Hindu, Madras, Statesman, Calcutta and Navbharat Times, Delhi	Madhyam Advt. Agency
5.	Sunday Mail, Delhi	Direct
6.	Jawaharlal Nehru Centenary Gold Cup International Wrestling Tournament Souvenir.	-do-
7.	Times of India, Delhi/Bombay Hindustatan, New Delhi	Mars Advertising Agency
8.	Navbharat Times (Special Supplement on Nehru)	Direct
9.	Hindustan Times, Delhi	-do-
NATIONAL AIRPORTS AUTHORITY		
1.	Blitz, Bombay	Direct

STATEMENT-II

Details of approved advertising budget of Undertakings during the last 3 years.

(Rs. in Lakhs)

S.No.	Name of the Undertaking	Approved budget		
		1988-89	1989-90	1990-91
1	2	3	4	5
1.	Indian Airlines	210	225	225
2.	Vayudoot Ltd.	23	43	30
3.	Pawan Hans Ltd.	18	20	22
4.	International Airports Authority of India	35.50	68.50	21.05
5.	National Airports Authority	11.51	26.82	28.00